

CONTRACT

WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Buying Time
650 Massachusetts Ave
Suite 210
Washington, DC 20001

<u>Contract / Revision</u> 810882 /		<u>Alt Order #</u> 06287566
<u>Product</u> JOE DONNELLY FOR US		
<u>Contract Dates</u> 08/21/12 - 08/27/12		<u>Estimate #</u> 2237
<u>Advertiser</u> Donnelly-US Senate		<u>Original Date / Revision</u> 08/22/12 / 08/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 299	<u>Product Code</u> 301
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
1	WAVE	08/24/12	08/24/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$400.00			
2	WAVE	08/24/12	08/24/12	NBC Today Show	7-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$300.00			
E 3	WAVE	08/23/12	08/24/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---11--				2	\$325.00			
4	WAVE	08/27/12	08/27/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$300.00			
5	WAVE	08/27/12	08/27/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$325.00			
6	WAVE	08/23/12	08/23/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$300.00			
7	WAVE	08/23/12	08/23/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$400.00			
8	WAVE	08/23/12	08/23/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$225.00			
9	WAVE	08/21/12	08/21/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$300.00			
10	WAVE	08/21/12	08/21/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$400.00			
11	WAVE	08/21/12	08/21/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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<u>Contract / Revision</u>	<u>Alt Order #</u>
810882 /	06287566

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/21/12 - 08/27/12	JOE DONNELLY FOR U	2237

<u>Advertiser</u>	<u>Original Date / Revision</u>
Donnelly-US Senate	08/22/12 / 08/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$225.00			
12	WAVE	08/22/12	08/22/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--1----				1	\$300.00			
13	WAVE	08/22/12	08/22/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--1----				1	\$400.00			
14	WAVE	08/22/12	08/22/12	NBC Today Show	7-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--1----				1	\$300.00			
N 15	WAVE	08/23/12	08/24/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---11--				2	\$300.00			
N 16	WAVE	08/24/12	08/27/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$300.00			
Week:		08/27/12	09/02/12	1-----				1	\$300.00			
N 17	WAVE	08/24/12	08/27/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$400.00			
Week:		08/27/12	09/02/12	1-----				1	\$400.00			
N 18	WAVE	08/24/12	08/27/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$225.00			
Week:		08/27/12	09/02/12	1-----				1	\$225.00			
N 19	WAVE	08/23/12	08/27/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$400.00			
Week:		08/27/12	09/02/12	1-----				1	\$400.00			
N 20	WAVE	08/23/12	08/27/12	NBC Today Show	7-9am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$300.00			
Week:		08/27/12	09/02/12	1-----				1	\$300.00			
Totals											27	\$8,675.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	20	\$6,425.00	\$5,461.25
08/27/12 - 08/27/12	7	\$2,250.00	\$1,912.50
Totals	27	\$8,675.00	\$7,373.75

Signature: _____ Date: _____

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